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THE EMBODIMENTS OF THE INVENTION IN WHICH AN EXCLUSIVE PROPERTY OR PRIVILEGE IS CLAIMED ARE DEFINED AS FOLLOWS:

1. An illuminated indicia formed from a material capable of absorbing light and transmitting light to an exposed edge, said indicia has a light absorbing section and a display section, said light absorbing section is exposed to a light source and the absorbed light is transmitted to the exposed edge of the display section of said indicia wherein the thickness of the exposed edge is smaller than the length or width of the indicia.

2. An illuminated indicia according to claim 1 wherein under indoor and outdoor lighting conditions, a constant passive illumination is created by the exposed edge of the display section.

3. An illuminated indicia according to claim 1 wherein the intensity of the light causes a halo effect is achieved at the exposed edge of the display section.

4. A device to create an illuminated indicia comprising a light source and an indicia said indicia has a first section exposed to the light source and a second section with an exposed remote edge that forms the indicia being illuminated and means to focus the light from said light source on the first section of the indicia so that the first section absorbs light from said light source and transmits the light to the exposed remote edge providing an illuminated indicia.

5. A device to create an illuminated indicia according to claim 4 wherein the means to focus the light is a chamber.

6. A device to create an illuminated indicia according to claim 5 wherein the chamber has front, back, top, bottom and opposite side panels, wherein said front, back, top, bottom and side panels are made of an opaque material with a reflective internal surface and said light source is provided in said light chamber.

7. A device to create an illuminated indicia according to claim 5 wherein the chamber has front, back, top, bottom and opposite side panels, wherein said back, top, bottom and side panels are made of an transparent material, said front panel is made of an opaque material and said light source is from the surrounding environment.

8. A device to create an illuminated indicia according to claim 5 wherein the chamber has front, back, top, bottom and opposite side panels, wherein said front and back panels are made of a clear transparent material and said top, bottom and side panels are made of an opaque material with a reflective internal surface and said light source is provided from the surrounding environment.

9. A device to create an illuminated indicia according to claim 5 wherein the chamber has front, back, top, bottom and opposite side panels, wherein said front panel is made from a transparent material, said back panel is made of an opaque material with a reflective internal surface, wherein reflective panels are provided within said chamber at a 45 degree angle from the front panel to direct light entering from the front of the chamber to the indicia.

10. A device to create an illuminated indicia according to claim 4 wherein the means to focus the light from said light source is an indicia support member made from a material capable of absorbing light and transmitting light to an exposed edge and wherein said indicia are inserted into slots in said indicia support member, said slots shaped and sized to match the size and shape of the cross section of said indicia.

11. A device to create an illuminated indicia according to claim 10 wherein the light source is a box having front, back, top, bottom and opposite side panels having a light located within said box and a portion of indicia support member being adapted to be inserted into said box.

12. A device to create an illuminated indicia according to claim 11 wherein the front, back, top, bottom and opposite side panels of said box are made of an opaque material with a reflective internal surface.

13. A device to create an illuminated indicia according to claim 12 wherein said indicia support member is made of Acrilite GPFL™ or Acrilite GP™ exotic edge color sheet.

14. A device to create an illuminated indicia according to any one of claims 12 to 13 wherein an additional indicia made from a material capable of absorbing light and transmitting light to an exposed edge is inserted into slots in the indicia attached to said indicia support member, said slots shaped and sized to match the size and shape of the cross section of said additional indicia.

15. A device to create an illuminated indicia according to any one of claims 4 to 14 wherein said indicia are made from two or more different colors of a material capable of absorbing light and transmitting light to an exposed edge.

16. An illuminated indicia formed from a material capable of absorbing light and transmitting light to an exposed edge according to claim 1 wherein said indicia is made from two or more different colors of a material and has a light absorbing section and a display section.